



SCYLLA

CAPTURING
INTELLIGENCE
ACROSS DIGITAL CHANNELS

Scylla was a six-headed mythological sea monster that devoured sailors risky enough to travel through its narrow channel of water. In today's world, people take risks online by posting personal and potentially damaging information across digital channels. Scylla Systems targets these individuals and captures their information.

Pendulum presents Scylla Systems, a robust way to monitor conversations on social media networks and the Web as a way of managing liability risk. Using a combination of open-source intelligence (OSINT) research and data collection, the Scylla team has the ability to dig deeper into the digital footprints, or online presence, of individuals and entities than ever before! Scylla technicians use similar techniques and the same technology as law enforcement and government agencies. Scylla has the ability to gather proprietary data as well as publically available information from sources such as newspaper archives and Web-based communities, including social media sites, blogs, and forums.

FACILITY/BRAND/ORGANIZATIONAL WEB MONITORING

The Web-monitoring report is a summary of conversations from across the Web related to your facility, brand, or organization. The facility/brand/organization-specific conversations are categorized by sentiment, indicating whether the thought or mood of a post is positive, neutral, or negative. The report also provides insight into where conversations are occurring (e.g., Facebook, Twitter, blogs, review sites, etc.) and the volume of conversational activity around your facility/brand/organization. Please see sample report pages on reverse.

TRIAL MONITORING

Scylla can provide a high-level view of a trial, uncovering nuggets of information that may impact trial strategy. Depending on the level of public knowledge about the trial, technicians may be able provide information on public sentiment, where the conversations are occurring, trends in the conversations, and the public's reactions to trial events. Trial monitoring can provide a broad overview of the trial that could include information from media sources, the general public, and individuals associated with the trial.

JUROR ANALYSIS AND MONITORING

Scylla looks at the big picture but can also report on the individual level. Depending on your jurors' digital footprints, our team can provide in-depth analysis, including jurors':

- Potential biases
- Political leanings
- Personal relationships relative to the case
- Hobbies and interests
- Opinions on current news
- Relevant digital subscriptions
- Group memberships and affiliations
- Relevant social media activity during the trial

UNDERWRITER REPORT

Scylla looks at the overall representation of a facility's portrayal online. Depending on the facility's digital footprint, the Scylla team can provide in-depth analysis on Web activity associated with it. This report can be a useful tool for the underwriter in determining coverage and potential risks or exposures based on a facility's online reputation.

INDIVIDUAL LISTENING

If you are looking for information about a certain person, Scylla can report at the individual level, mining the Web for content created by the person you are interested in. Depending on how active the individual is in social media, the Scylla team can provide an in-depth social media profile analysis on the individual.

Scylla Systems, LLC can only research/monitor publicly available conversations and the information those conversations contain. Privacy rules prevent Scylla from obtaining information in violation of a user's privacy settings; however, users' privacy settings are often bypassed when a user posts to a public site.

For more information on what Scylla can do for you, contact Pendulum at (888) 815-8250 or email Scylla@WeArePendulum.com.

SCYLLA

FACILITY MONITORING REPORT

ABC Healthcare
of Smallville

CAPTURING INTELLIGENCE
ACROSS DIGITAL CHANNELS

Scylla Systems
4600B Montgomery Blvd. NE, Suite 2
Albuquerque, NM 87109
(505) 314-5710

CAPTURING INTELLIGENCE ACROSS DIGITAL CHANNELS

Report Details

Client:	ABC Healthcare of Smallville
Date Ordered:	September 15, 2014
Assets Monitored:	ABC Healthcare of Smallville
Type of Monitoring:	Look-back
Total Monitoring Period:	September 22, 2013–September 22, 2014

Understanding the Report

The Scylla Facility Monitoring Report is a new way to harness the power of conversations on social media networks and the Web as an additional way to monitor your facility. This customized report allows your organization to monitor activities and conversations around the Monitored Asset occurring during the Monitoring Period identified combination of Open-source Intelligence (OSINT) research and data collection monitoring the Web and social networks collecting data related to the Monitored Asset.

This report is a summary of conversations from across the Web related to the Monitored Asset. Only those conversations related to the Monitored Assets are analyzed. Each specific conversation is categorized by sentiment. Sentiment analysis is a process of determining the sentiment of a sentence or phrase. Sentiment refers to the tone of a post and can be positive, neutral, or negative. Sentiment does not measure the accuracy of the posting—only the mood or thought as related to the Monitored Asset.

In addition, the Scylla Facility Monitoring Report provides insight into conversations that are occurring (e.g., Facebook, Twitter, blogs, or review sites) and activity around the Monitored Asset. Finally, where relevant, Scylla analysts provide detail of specific posts for your review.

The Scylla Facility Monitoring Report has limitations. Only publicly available information is included. Privacy rules prevent Scylla from obtaining information in violation of applicable laws or settings.

Disclaimer: The information provided is with the understanding that Scylla Systems, Inc. or any other professional consultation in regard to the subject matter made every effort to ensure the accuracy of the information enclosed; however, the recipient to evaluate the appropriateness and use of the information. Scylla Systems, Inc. or any other professional consultation shall not be responsible for any damages resulting from any error or omission contained in this publication.

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The Scylla Rating System

The Scylla Rating System rates overall sentiment levels and corresponds directly with the critical observations made in the social media listening report. Facilities are assigned a subjective score of thumbs-up, sideways thumbs, or thumbs-down.

There may be occasions where a rating may fall outside of the scope of the traditional rating grid (e.g., Sideways Thumbs (with a Negative Element). These "elements of concern" are communicated in the Possible High Impact Event section of the report.



Thumbs-up
The overall sentiment for the facility was reflected in a positive light.



Neutral Thumbs
The overall sentiment was neither negative nor positive.



Thumbs-down
The overall sentiment for the facility was reflected in a negative light.

ABC Healthcare of Smallville Rating:



A total of 12 posts were found referencing ABC Healthcare of Smallville—eight were positive and four were negative. Three of the negative posts were related to the facility being fined for a resident-on-resident sexual assault. Five of the positive posts were in reference to the same obituary.

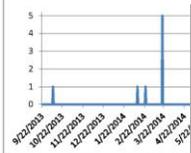
CAPTURING INTELLIGENCE ACROSS DIGITAL CHANNELS

September 22, 2013–September 22, 2014

Total Asset Activity Trend

The total asset activity and sentiment trend is the social media activity around the asset during the monitoring period.

Total Asset Activity Trend



Conversation Details

Conversation details are details occurring during an actionable and sufficiently detailed by analyst operations knowledge. To view the article or post, click on the link.

Negative

Nursing Home Off

(February 11, 2014).

Retrieved from <http://stbusa.com>

Offender by State

This page depicts a current list of nursing homes in the state for abuse and neglect. This page will be updated on a regular basis.

- No.
- St.

Scylla Facility Monitoring Report — ABC Healthcare of Smallville

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Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted

(May 23, 2014). Smallville Health I-Team.
Retrieved from <http://smallville-hit.org/nursing-homes-cited>

Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted

By: Sarah Jones | May 23, 2014

Seven nursing homes have been cited for health care violations in connection with lapses in care at another resident and two other residents.

ABC Healthcare

assault

A resident

injured

and treated

On the day

of the

resident

was

assaulted

ABC Healthcare

Nursing Homes Cited

Retrieved from

Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted

By: Sarah Jones | May 23, 2014

Seven nursing homes have been cited for health care violations in connection with lapses in care, including the sexual assault of a resident. Other cases involved neglect of another resident who left a home at the facility.

ABC Healthcare

resident by

A resident with

of another resident

hospitalized and

On the day of the

ABC Healthcare

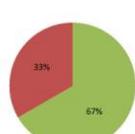
Scylla Facility Monitoring Report

CAPTURING INTELLIGENCE ACROSS DIGITAL CHANNELS

Conversation Sentiment Summary

The conversation sentiment summary is a sentiment summary of all conversations occurring during the monitoring period. It includes the names of any monitored asset.

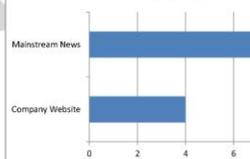
Conversation Sentiment Summary



Media Type

Media type is media monitored for all conversations regarding a monitored asset during the monitoring period.

Media Type



Special Focus Facility List

ABC Healthcare of Smallville was not listed on the September Medicaid Services (CMS) Special Focus Facility (SFF) list.

Scylla Facility Monitoring Report — ABC Healthcare of Smallville

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Possible High-impact Events

Technicians discovered an article about a sexual assault that occurred at ABC Healthcare of Smallville. On March 20, 2014, ABC Healthcare of Smallville was fined \$1,420 in connection with a resident-on-resident sexual assault. The article states that "a resident with schizophrenia who had already been found to have inappropriately touched a staff member was found on top of another resident on the floor by the second resident's bed." The article goes on to state that the Department of Public Health found that "on the day of the assault, the staff failed to make its required checks of the second resident every 15 minutes."

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